

## **2003 Prevention Outreach Plan**

### **Activity #1**

**Develop a collaborative relationship through a Memorandum of Understanding (MOU) with the Mississippi Bureau of Narcotics (MBN) to improve reporting of methamphetamine-related hazardous substance emergency events.**

#### **Justification**

The number of methamphetamine production labs is on the rise nationwide as well as in Mississippi. The HSEES program subscribes to a newspaper in the Jackson county area; the Jackson County area is specially targeted by the Mississippi Bureau of Narcotics and other law enforcement agencies because of the increases seen in drug trafficking and manufacture in the area. Based on newspaper reports, it appears that the HSEES program rarely receives notification of hazardous substance events related to methamphetamine labs in the Coastal region. The same may be true statewide; most HSEES reports that are related to methamphetamine labs come from the media, not from the standard reporting agencies.

Methamphetamine-related events carry a high risk of injury for those manufacturing the drugs, the first responders, and the general public. Since the number of reports received on these sites is so low, the number of Mississippians at risk of injury from exposure to chemicals released from methamphetamine labs is certainly under-estimated. Thus, it is important to pursue better relationships to improve reporting with regard to methamphetamine.

#### **Measures of Effectiveness**

- Collaborate with MBN staff to develop a MOU between MBN and the MSDH HSEES program. The MOU will address the HSEES program's need for timely reporting of methamphetamine-related events, the MBN's need to maintain confidentiality of offenders' personal information, and possible collaborative publication efforts.
- Compare the number of hazardous events related to methamphetamine labs during the sixth-month period prior to establishing MOU to the number of hazardous events related to methamphetamine labs during the sixth-month period following establishment of the MOU. This analysis will show any increase in the quantity and quality of data collected for HSEES related to methamphetamine labs, thereby determining whether the reporting system's sensitivity has been improved.
- This activity will be considered effective if there is at least a 20% increase (relative to the total activity of the MBN) in the number of methamphetamine-related hazardous substance events reported following establishment of the MOU.

## Activity #2

**Develop and distribute information to the general public, businesses, schools, and first responders, regarding carbon monoxide exposure and how to effectively respond to CO releases by December 31, 2003. (Extension requested through January 31, 2004.)**

### **Justification**

The HSEES system has captured data on only four CO releases since 1995; however, these events have significant potential to threaten the public's health. In 1995, a CO release occurred in a school, resulting in 58 victims. In 2000, CO was released in a transportation-related event, but there were no victims. In 2002, seven victims were injured due to CO exposure. In the first of the 2003 CO events, approximately 30 victims were exposed to CO at their place of work. The second CO event of 2003 occurred in a school cafeteria affecting eight victims, and causing the evacuation of 900 people (students and staff combined).

Since CO is colorless and odorless, it is vital that the general public, businesses, school personnel, and first responders be educated about the importance of installing CO detectors, formulating evacuation plans, and proper treatment of CO exposure. Firstly, the MS HSEES program will collaborate with the MSDH Office of Health Communications/Public Relations to provide information on carbon monoxide to citizens through its "Healthy Home" campaign. Second, the MS HSEES program will develop and distribute a fact sheet on carbon monoxide to school administrators, businesses, fire and police departments, local emergency management agencies, and the general public, both through printed media and the MSDH website. The fact sheet will include 2-3 case vignettes used to show the seriousness of CO exposure. HSEES data showing the percentage of events with evacuation due to carbon monoxide and the percentage of victims of the top five chemicals released as compared to the percentage of victims of carbon monoxide events will be presented.

### **Measures of Effectiveness**

- Document the number of fact sheets distributed, including the number of "hits" to the website (if available).
- Contact information for the HSEES Coordinator will be provided in the fact sheet to allow readers to provide feedback on the usefulness of the fact sheet.
- Document the number/percentage of Mississippians reached by the "Healthy Home" media campaign.
- This activity will be considered effective if at least 5% of those who receive the fact sheet provide some sort of feedback to the HSEES Coordinator.

### **Activity #3**

**Develop and distribute an annual newsletter for the HSEES program. The newsletter will be printed in hard copy and placed on the MS-HSEES web page for download. The newsletter will be distributed to local emergency management directors, police and fire department personnel, city/county officials, and/or industry representatives by November 30, 2003. (Extension requested through January 31, 2004.)**

#### **Justification**

The HSEES program must increase its visibility within the state in order to maintain and improve the sensitivity and timeliness of the system. Responses to the 1995 - 1997 HSEES Cumulative Report Survey show that local emergency management directors and other interested parties want more information on hazardous substance events. Providing more information on a more frequent basis to these crucial partners will serve as a reminder to them that the HSEES program needs their cooperation and support to continue.

In the newsletter, there will be a "Spotlight" section. This section will highlight a particular geographic region with a high number of events, interesting events, or other timely information utilizing data from 1995 - 2002. Other portions of the newsletter will include summary statistics for the entire state.

#### **Measures of Effectiveness**

- Document the number of newsletters distributed.
- A brief section (1-2 questions) will be included in the newsletter asking readers to respond to the HSEES Coordinator by e-mail, fax number, or telephone to provide feedback on the usefulness of the newsletter.
- This activity will be considered effective if at least 5% of those who receive the newsletter provide some sort of feedback to the HSEES Coordinator.

## **Activity #4**

**Develop and distribute a fact sheet on transportation issues related to hazardous substances emergency events. The fact sheet will be printed in hard copy and placed on the MS-HSEES web page for download. Targeted groups will receive copies of the fact sheet; i.e., transportation companies, highway safety officials, and MS Department of Transportation (MDOT) enforcement officers.**

### **Justification**

During 1995 - 2000, 420 events were classified as transportation related events in Mississippi. The purpose of this fact sheet will be to educate transportation companies and their employees, highway safety officials, and MDOT enforcement officers about ways to prevent transportation related events and the appropriate response in emergency situations. The fact sheet will also discuss the importance of visual observation/monitoring of cargo by MDOT enforcement officers as an effective method to prevent releases.

### **Measures of Effectiveness**

- Document the number of fact sheets distributed, including a list of conferences or training programs utilizing the fact sheet.
- Utilizing MDOT Hazardous Material Information System (HMIS) data, identify transportation companies who have crashes while carrying hazardous chemicals (query for placard numbers/colors and company names) for six months prior to fact sheet distribution and six months following distribution to determine whether changes have occurred in the number of crashes/releases per company. This measure of effectiveness will enable the HSEES program to determine if specific transportation companies should be targeted for further outreach activities.
- Additionally, the HSEES program will compare the total number of transportation events before and after distribution of the fact sheet to determine whether a reduction in transportation events is observed.